



PHILIP MORRIS

U. S. A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

August 18, 1987

Mr. Craig Douglass
Cranford Johnson Robinson Assoc.
Capitol Center
303 West Capitol Avenue
Little Rock, AR. 72201

Dear Mr. Douglass:

Please accept our sincere apology for the delay in forwarding the enclosed check in the amount of \$16,000.00. This draft represents full payment for monies due you from Sports Section for MARLBORO advertising.

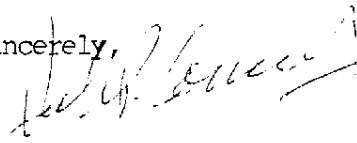
For your files, also enclosed is a copy of the fully executed Assignment Agreement which provides for assignment of your rights against Sports Section to Philip Morris so that we will be in a position to pursue a claim against Sports Section. We will let you know if we need further assistance pursuing this claim.

Thank you for your patience, understanding and cooperation in this unusual situation.

I or my associate, Esther Fortner, will be contacting you shortly to arrange for an appointment to meet with you to discuss our continuing relationship and to review MARLBORO'S positioning at your facility.

Once again, our thanks for your assistance and we look forward to working with you directly in the future.

Sincerely,


John P. Connolly
Manager, Special Media

Enclosures

cc: Messrs:
C. Beck
J.L. Thompson
V.J. Weiner
Ms. E.L. Fortner

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